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## AWS SEO TIPS

These tips are intended solely for you developers. Please read it carefully and ask your trainer for helping you to add in your projects.

Here we go...

1. Make sure every page within a website possesses the functionality for customized page titles and meta descriptions or at the very least (for larger sites) the ability to assign unique business rules to these fields.
2. Each page should contain at least a single H1 header and if plausible, corresponding H2, H3, etc... headers as well. There should only be a single H1 per page which acts as the "title" for that page. The corresponding H2, H3, H4, H5 and H6 tags should be used to identify related sub-pages. Linking to the sub-pages via the headers is recommended.
3. Images on the website should possess a customizable **alt** tag field especially if that image is being linked to another page. As any developer knows, the **alt** tag field is used to describe what an image is depicting but it also acts as the anchor text (of sorts) for hyperlinked images so consult with whoever is responsible for optimizing the site to ensure the alt tags are search term enriched.
4. Each page should be named after the targeted search term assigned to represent it (or at least a portion of the term) and should be displayed that way within the URL.
5. Reference CSS and JavaScript code through an include file. This will lower the page size, move the relevant body copy further up the page and lessen the chances of search engine spiders receiving an error.
6. Every page should possess a single dedicated URL no matter how many different ways there are to navigate to the page or how many places the page appears.
7. Ensure that there are not any broken links within the site.
8. Do not use iFrames to display any information meant to be spidered and indexed by search engines.
9. For all of you dot net nukers, reduce your Viewstate code.
10. Place analytical script just above the closing body tag.
11. Direct users to a "thank you" page after they perform a conversion on the site.
12. Try and use includes to keep the code clean and quick to load. Having a faster load time is beneficial to both users and search engines alike, and will ensure that visitors can see your content without getting bored waiting for pages to load.
13. No matter how competent you are at programming, and no matter how complicated your database queries are, or how secure your login process is, you need to be careful not to make things too complicated for users. Not everybody has the same amount of technical knowledge, or internet experience that you have, and might be put off by the functionality of your website.
14. Again, you'll want to make the site easy to use. This includes all aspects of the site, from the registration and login process to the search results and checkout process. If the site is hard to use, visitors won't want to buy from you, no matter how good the prices are.
15. If you use a CMS, make sure that the users can actually use it. There's no point

time they want to add a page, or change product prices.

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## 12 Expert Google Search Tips

### 1. **Explicit Phrase:**

Let's say you are looking for content about internet marketing. Instead of just typing *internet marketing* into the Google search box, you will likely be better off searching explicitly for the phrase. To do this, simply enclose the search phrase within double quotes.

Example: "internet marketing"

### 2. **Exclude Words:**

Let's say you want to search for content about internet marketing, but you want to exclude any results that contain the term *advertising*. To do this, simply use the "-" sign in front of the word you want to exclude.

Example Search: internet marketing -advertising

### 3. **Site Specific Search:**

Often, you want to search a specific website for content that matches a certain phrase. Even if the site doesn't support a built-in search feature, you can use Google to search the site for your term. Simply use the "site:somesite.com" modifier.

Example: "internet marketing" site:www.smallbusinesshub.com

### 4. **Similar Words and Synonyms:**

Let's say you want to include a word in your search, but want to include results that contain similar words or synonyms. To do this, use the "~" in front of the word.

Example: "internet marketing" ~professional

### 5. **Specific Document Types:**

If you're looking to find results that are of a specific type, you can use the modifier "filetype:". For example, you might want to find only PowerPoint presentations related to internet marketing.

Example: "internet marketing" filetype:ppt

### 6. **This OR That:**

By default, when you do a search, Google will include all the terms specified in the search. If you are looking for any one of one or more terms to match, then you can use the OR operator. (Note: The OR has to be capitalized).

Example: internet marketing OR advertising

### 7. **Phone Listing:**

Let's say someone calls you on your mobile number and you don't know how it is. If all you have is a phone number, you can look it up on Google using the phonebook feature.

Example: phonebook:617-555-1212 (note: the provided number does not work – you'll have to use a real number to get any results).

**8. Area Code Lookup:**

If all you need to do is to look-up the area code for a phone number, just enter the 3-digit area code and Google will tell you where it's from.

Example: 617

**9. Numeric Ranges:**

This is a rarely used, but highly useful tip. Let's say you want to find results that contain any of a range of numbers. You can do this by using the X..Y modifier (in case this is hard to read, what's between the X and Y are two periods. This type of search is useful for years (as shown below), prices or anywhere where you want to provide a series of numbers.

Example: president 1940..1950

**10. Stock (Ticker Symbol):**

Just enter a valid ticker symbol as your search term and Google will give you the current financials and a quick thumb-nail chart for the stock.

Example: GOOG

**11. Calculator:**

The next time you need to do a quick calculation, instead of bringing up the Calculator applet, you can just type your expression in to Google.

Example:  $48512 * 1.02$

**12. Word Definitions:**

If you need to quickly look up the definition of a word or phrase, simply use the "define:" command.

Example: define:plethora

Hope this list of Google search tips proves useful in your future Google searches.

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